

Historic, Archive Document

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The AMAZING wonder strawberry!



UP TO A QUART PER PLANT

The first season you'll get a pint and the second season up to a quart of luscious Red Rich strawberries per plant — under proper growing conditions. Dr. Leon Snyder, of the University of Minnesota, in reporting results of a first year planting of 150 Red Rich estimated a production basis of approximately 13,000 quarts per acre.

PLANT PAT. 993



TRADE MARK

BEST BY TEST From the Agriculture Department of the University of Illinois: "Of the 29 everbearing varieties we tested here last season, Red Rich is by far the best. I think it is the everbearer for which we have been waiting." (signed) Hershel L. Boll, Assistant in Pomology.

BEARS ALL SUMMER June and its strawberries come and go — but Red Rich keeps on giving you heavy yields right through to Fall. It is truly the real everbearer of our time.

FREEZE THEM WHOLE—LITTLE SUGAR NEEDED Unsurpassed for freezing — possesses an abundance of natural sugar and a firm flesh texture clear through — freeze Red Rich whole and they won't mush-up when thawed. There'll be wonderful Winter Desserts from your Red Rich berries.

MAMMOTH PLANTS—HUGE BERRIES We've never seen plants so big and vigorous. This means disease resistant strength and enormous yields. They're great for border landscaping too with summer-long flowers and lush green foliage.

PLANT BY NEW METHOD — GET WONDERFUL YIELDS

Each Red Rich plant shipment carries new "Space System" planting instructions. Be sure to follow these carefully and you'll be delighted with the results.

UMMMMM—HONEY SWEET—YOU BET! Wait'll you taste Red Rich. One bite and you're a Red Rich booster for good. What a berry. Big, solid and red clear through to the core. SWEET!

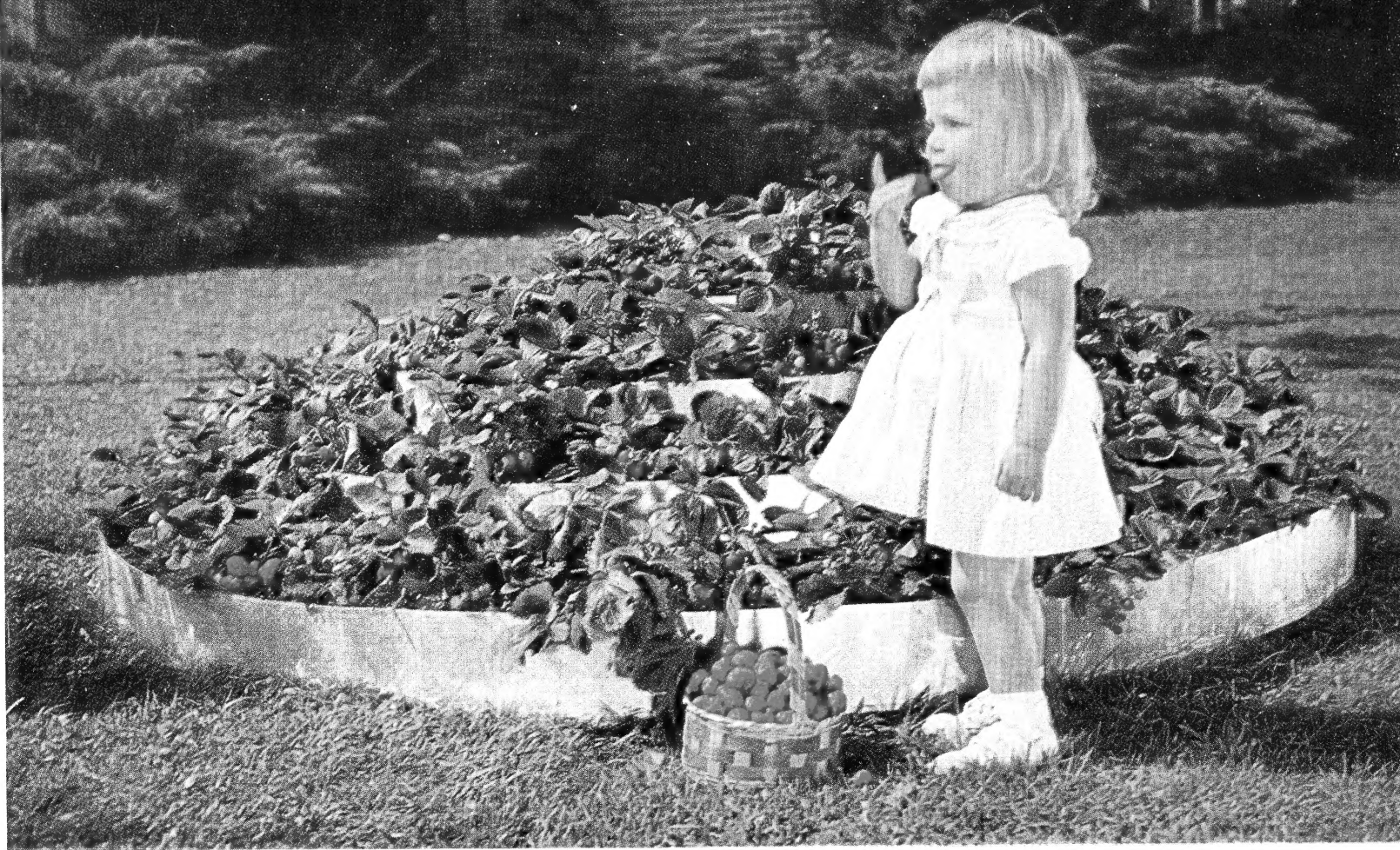
SUPPLY IS LIMITED SO ORDER TODAY

We Prepay Postage

12 Plants	\$2.95	50 Plants	\$ 8.50
25 Plants	5.00	100 Plants	15.00

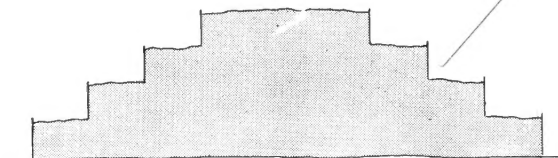
All Plants Guaranteed

"Sweetest Berry This Side O' Heaven"

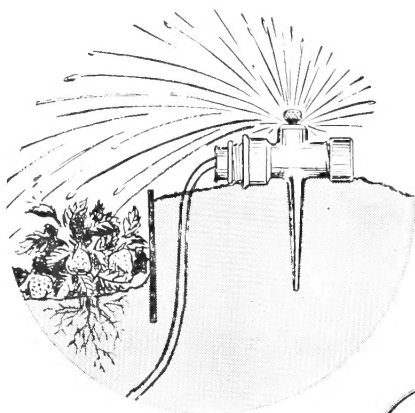


GROW MORE BERRIES

The bottom aluminum ring of the Pyramid Bed is 6 feet in diameter. (Each band is 5" wide). Merely place on ground, fill with rich soil. Walk over to settle. Repeat simple operation for remaining rings. That's all.

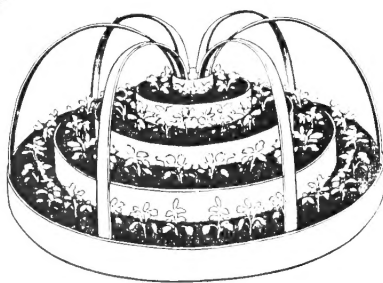


**the easy
PYRAMID GARDEN
way . . .**



Available with hose attachment. Copper tubing with nozzle is placed in bed before dirt. Special nozzle sprays entire bed. Merely connect hose and turn on. (optional)

Aluminum supporting strips quickly installed for holding transparent cover or protective netting. Cover makes miniature greenhouse for early planting and frost protection. Netting protects bed from birds. (Strips, cover, netting optional.)



In one-third the space as the conventional garden method you can enjoy an abundant full season growth of ever-bearing strawberries with a Pyramid Garden Bed. Easy to pick from—easy to care for, the attractive Pyramid Garden Bed adds beauty and real practical value to any garden or landscape. Used by some for early vegetable plants, flowers, etc., 50 RED RICH everbearing strawberry plants will yield vigorously all through the long growing season. One Pyramid Bed for a small family, two for the average is ample. Made of a tough aluminum alloy for durability—it will not rust or corrode. Add real beauty to your garden—real bounty for your table with a Pyramid Garden Bed. Order Today.

Pyramid Garden \$9.95—with 50 Red Rich Plants \$18.45.

Optional: 6 Aluminum Strips \$3.95; Transparent Cover \$5.95; Protective Netting \$5.95; Complete Sprinkler \$4.95.

POSTPAID

(Complete assembly and growing instructions with order.) Pyramid Garden will be shipped approximately one week prior to plants so that it can be erected and ready for planting when plants arrive.



**Licensed Propagators and Exclusive National Distributors of Potted
RED RICH Everbearing Strawberry Plants
HARRY E. RUBLE & SON
Albert Lea, Minnesota**

Ship about _____ **(Date to ship plants)**

Town Where Express Office is Located_____

We prepay all orders to the 3rd postal zone. Consult the parcel post rates before filling out your order. If you live beyond the 3rd zone be sure to include the required additional amount of postage to your order for potted strawberry and raspberry plants.

PERSONAL USE

CONTRACT - ORDER BLANK

Hagerstrom's "RED RICH" Everbearing Strawberry Plants

HILLCREST GARDENS

Albert Lea, Minnesota

Date _____ 1952

In consideration for the shipment of these plants I hereby agree not to sell, give away, transfer or otherwise convey any of the HAGERSTROM'S "RED RICH" strawberry plants purchased from you or the increase thereof for the duration of the patent rights as provided in the U. S. Plant Patent Act.

This contract is your insurance that you will receive GENUINE TRUE TO NAME, ORIGINATOR'S STOCK OF "RED RICH" PLANTS ON YOUR ORDER. All RED RICH Everbearing Strawberry plants are supplied by three licensed propagators of which we are one.

Address

INTRODUCTION

By presenting you with our new Spring Price List is our way of saying to you "Howdy Neighbor" and we want to regard you as a personal friend and not just another customer. We take a personal interest in every order that we fill and we are always pleased to have our customers report on the results they have had with our products. We are glad to help in any way that we can to assist with your planting and growing problems to the extent of our experience.

We think this is the finest price list that we have ever edited in all of the 41 years of our business endeavor to offer our customers the best in our line of merchandise.

We appreciate the business that has been given us by all of our old customers and we shall endeavor to serve you, as well as all of those who send us an order for the first time, faithfully and to the best of our ability to supply you with high quality, true to name, field tested plants that we hope will give you satisfactory performance for your own personal use.

We feel that we have been of great service to the strawberry industry in assisting in the promotion of the new, patented RED RICH (Plant Patent No. 993) Everbearing Strawberry which has given such wide spread and outstanding satisfaction to so many of our customers who have given them a trial.

This year we are listing a number of new strawberry varieties and have included in the price list other garden plants that we hope may be of interest to you and give us the opportunity of serving you more completely.

We have devoted a full page to Pyramid Gardens which rapidly have been increasing in popularity, especially with those who have limited garden space but enjoy growing fresh strawberries in their own back yard.

Looking forward to greater achievements in the future and pledging our faith in our Creator, our Country and our economy we extend to you our best wishes for your good Health, Happiness, Prosperity and Security.

Cordially,

HILLCREST GARDENS
Harry E. Ruble & Son

TERMS AND CONDITIONS

Cash with order. Orders booked more than 90 days before requested delivery will be accepted if accompanied with a deposit of 25% of the total amount of the order; the balance to be paid prior to the time of shipment of the order. No refunds for cancellation of orders booked in advance. We cannot accept c.o.d. orders.

Our plants are large and well rooted, state inspected, free from disease and true to name. **Every order of plants is precooled** before shipment and guaranteed to reach you in good condition. We have shipped plants as far distant as **Hawaii and Alaska**. The potted strawberry plants ship exceptionally well to greater distances and prove very satisfactory. They are easy to plant and already growing in the pots. When removed from the pots and set in the soil they continue to grow without the loss of a single plant.

DISCLAIMER

The planting and care of the plants sold by us being beyond our control, we offer no guarantee except that the plants will reach you in good condition and be true to name.

If the plants are not received in satisfactory condition, notice should be given us within ten days otherwise we must assume that they were received in good condition.

The personnel of our shipping department is not infallible and unintentional mistakes are sometimes made but in case of claims for unsatisfactory plants or plants that prove to be untrue to name our responsibility ceases when we have replaced the order with an equal number or equal value of the same variety of plants of proven quality and/or nomenclature.

Write for prices on quantities of plants larger than listed in the price list if interested.

We have field grown strawberry and raspberry plants in refrigerated storage and can usually make shipment of orders most any month except June, July and August. The potted strawberry plants are usually available the year round.

Planting and cultural directions for strawberry plants are included with each order.

PARCEL POST RATES

We prepay all orders, unless otherwise specified, to all points within the third postal zone, 300 miles from Albert Lea. The city of Albert Lea is 100 miles south of Minneapolis and St. Paul.

If you live in the fourth zone, 301 to 600 miles, for each 12 raspberry plants add 15c to the amount of the order; for each 25 potted strawberry plants 20c.

Fifth zone, 601 to 1000 miles, add 40c for each 12 raspberry plants; 45c for each 25 potted plants.

Sixth Zone, 1001 to 1400 miles, add 60c for each 12 raspberry plants; 80c for each 25 potted plants.

Seventh zone, 1400 to 1800 miles, 80c for each 12 raspberry plants; \$1.10 for each 25 potted plants.

Eighth zone, over 1800 miles, \$1.00 for each 12 raspberry plants; \$1.45 for each 25 potted plants.

These rates obtain on all raspberry and potted strawberry plants offered in the price list regardless of quotations which might be construed otherwise.

If the proper amount of postage is not included, the order will be shipped c.o.d. for the balance of the amount due.

If you live beyond the third zone be sure to add to your order the specified amount for the number of plants ordered to your zone as indicated above.

CANADIAN IMPORTS

Canadian importers of plants must apply to their own Department of Agriculture for a special importation permit and shipping tags which should be forwarded to us for attachment to the shipment. All Canadian shipments considered seventh zone.



RED RICH Everbearing Strawberry

HAGERSTROM'S

Genuine, True to Name, Originator's Stock

New, Patented (Plant Patent No. 993)



An amazing new berry of unusual merit destined for a great future as a commercial fall bearing plant and especially adapted for home gardens with limited space. Pays for itself in the first season. You'll get a pint of luscious RED RICH Strawberries under proper growing conditions. You'll delight the second season with yields up to a quart per plant.

It is **PATENTED**. The inspired work of hybridizer Marion Hagerstrom of Enfield, Minnesota, brought the finest features of the Wayzata Everbearer and the Fairfax June Bearer into RED RICH. It took 15,000 seedlings and 15 years of endeavor to develop RED RICH. It carries Plant Patent No. 993 and is fully protected by the provisions of the U. S. Plant Patent Act.

Big—Sweet—Solid—Red

It is the largest, sweetest, most beautiful strawberry known. **DOUBLE IN SIZE AND PRODUCTION;** the outstanding everbearer of our time.

Ummmm . . . Honey Sweet—you bet!—Wait until you taste 'em. One bite and you're a RED RICH booster for good! Man, What a berry. Big, solid, and red clear through the core. That's RED RICH folks. The strawberry that brings them scurrying to the table.

FREEZE THEM WHOLE . . . Little sugar needed. Unsurpassed for freezing because RED RICH possesses an abundance of natural sugar and a firm flesh texture clear through. You can freeze RED RICH whole and they won't mush up when thawed. Make wonderful winter desserts.

Experts Acclaim Red Rich

RED RICH is the greatest development ever achieved in strawberry culture and has been accorded nationwide publicity in the two years following its introduction in 1950. Experts who have tasted it are unanimous in saying "It's larger, redder, sweeter than any other strawberry yet developed."

At the December meeting of the Minnesota Berry Growers Association at the University Farm 15 samples of frozen strawberries were exhibited and the RED RICH was the outstanding exhibit of them all in appearance, color, firmness, texture and taste.

Appearance Astonishes People

"**ARE THOSE REAL STRAWBERRIES?**" The question was asked by several as we were arranging a display of RED RICH strawberries last August at the Mason City, Iowa Fair. Because of the size and beautiful, glossy, waxed appearance of the berries they actually looked artificial.

Herschell L. Boll, Assistant in Pomology, Agricultural Experiment Station, Department of Agriculture, University of Illinois, Urbana, Illinois, says "Of the 29 everbearing varieties of strawberries we tested here last season, RED RICH is by far the best. I think it is the everbearer for which we have been waiting."

Here is what Dr. Snyder says in behalf of RED RICH:

AGRICULTURAL EXTENSION SERVICE
UNIVERSITY FARM
ST. PAUL 1, MINNESOTA

January 5, 1951

Hillcrest Gardens
Albert Lea, Minnesota

Dear Mr. Ruble,

This is in reply to your letter concerning the performance of the Red Rich strawberry. I had some of this variety in my own garden last summer. I grew it both in the hill system and in the matted row system. Under the matted row system, where the plants were put a foot apart each way with a picking aisle between every third and fourth row we produced sixty quarts from a triple row fifty feet long. On an acre basis this would figure about 12,000 quarts an acre, from about the middle of August until about the middle of October. Under the matted row system of culture where the plants were put in rows four feet apart, the plants set out two feet apart in the row, the production was about one-fourth as great as in the hill system.

As far as quality is concerned I feel that the Red Rich is by far the best quality everbearer we have with the possible exception of the Wayzata and as far as easy culture is concerned the Red Rich is much easier to grow. I hope this information will prove helpful to you.

Sincerely yours,

LEON C. SNYDER, Extension Horticulturist.

Hagerstrom's New, Patented "RED RICH" Everbearing Strawberry is a brand new origination in everbearing strawberries and is so outstanding and so superior to all other varieties of everbearing strawberries that it is destined to supersede them all for home garden and commercial purposes as sufficient plants become available to supply the strawberry growing public.

"RED RICH" is hardy. It reproduces freely.

The plant is vigorous and extremely hardy and resistant to severe weather conditions where they have been grown, well up in the northern part of Minnesota. The plants multiply freely, each parent plant setting three, to as many as ten or more new plants, starting the reproductive process early in the season. We have observed as many as 32 new plants produced from a single mother plant. However, plants set late in the season will produce few if any new plants. The earlier new plants to set, themselves, begin to develop other plants and to shoot up fruit bearing stems which begin bearing during the season. The plants produce enormous yields of fruit that are uniformly large in size throughout the bearing season.

Foliage-Disease Resistance

The foliage is heavy and of a velvety green color resembling the foliage of the Wayzata but tending to be fuller, more rugged and is, apparently, little affected by mildew, leaf discoloration or other common plant diseases to which most other varieties of strawberries are subject. On account of the robust characteristics of the plant and foliage, Hagerstrom's "Red Rich" Strawberry is remarkably disease-resistant.

RED RICH is the most beautiful strawberry plant known and on account of its dwarf, low growing char-

acteristics can be used as an attractive border plant along walks and the edges of flower and garden beds. It is highly adapted to growing in Pyramid Gardens.

The Fruit-Color-Quality-Flavor

The fruit is rather wedge-shaped resembling the Fairfax and having its color and substance as well as most of the good qualities of the Wayzata. It is a deep dark red in color, red to the core, large in size, firm in texture, making it a good shipping variety; of superior quality and flavor with an inviting heavy aroma. It is a fine canning and preserving variety and on account of its deep red color is especially adapted to freezing.

RED RICH is a dual purpose strawberry with high fall bearing potentialities.

The June crop of fruit from Hagerstrom's "Red Rich" Everbearing Strawberry is later than that of most of the popular June bearing varieties grown in this locality and this characteristic of the plant lengthens the season of supply of the June berry crop where it is grown with other varieties. In matted rows the June crop of RED RICH is greater than that of any June bearing variety.

Bears Well In Fall

The fall production of fruit, in our latitude, begins August first and the plants continue to bear until freezing weather stops further fruit development.

Included with an editorial article on RED RICH strawberries in the Springfield (Mo.) News and Leader in the issue of January 6, 1952, was a picture of a Mr. Kelley picking RED RICH strawberries on Christmas Day from plants growing in his own garden.

RED RICH is the outstanding Fall bearing strawberry of our time. June and its strawberries come and go, but RED RICH keeps right on giving you heavy yields of delicious fruit right through to November.

The RED RICH strawberry will bear fruit the first season planted and we have picked over 8,000 pints of luscious RED RICH berries from an acre of plants the same season planted.

A single plant of Hagerstrom's "Red Rich" Strawberry will often produce as much as half a pint of fruit at a single picking. It will pay for itself in fruit the same season planted. The per plant yield of RED RICH is greater than that of any other strawberry.

I bought 500 RED RICH potted plants from you last spring and every one grew. I think potted plants are the best to plant.
Arthur Skogstad, Cyrus, Minn.

WE ARE LICENSED PROPAGATORS OF RED RICH AND HAVE EXCLUSIVE NATIONAL RIGHTS FOR THE DISTRIBUTION OF POTTED PLANTS.

We are one of three licensed propagators of RED RICH and one of five interested parties in the ownership and promotion of Hagerstrom's New Patented "Red Rich" Strawberry. We have exclusive "potting" rights.

We were the first to purchase propagating stock from the originators of Wayzata Everbearing Strawberry and again, we were the first to recognize the possibilities of RED RICH and to purchase propagating stock from Mr. Hagerstrom, the patentee, and have been granted a license for the exclusive rights for the U. S. and Canada to reproduce and pot RED RICH Strawberry Plants and to offer them to our customers.

You can make no mistake in getting started with this new everbearing strawberry in your locality either for a home garden berry or for commercial purposes. You and your neighbors will be amazed with its performance. It has a future unsurpassed by any strawberry yet introduced.

RED RICH is a patented plant (Plant Patent No. 993) and is sold under contract for the personal use only of the purchaser. It is unlawful to sell, give away or otherwise dispose of any plants reproduced.

THIS TRADE MARK PROTECTS YOU.



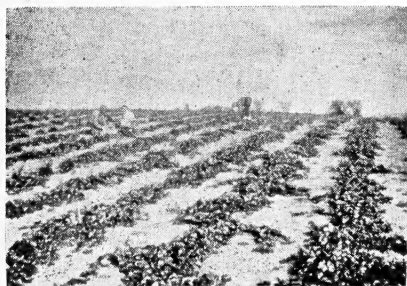
The illustration shown at the left represents the mark by which genuine RED RICH Strawberry plants are identified. This trade mark has been adopted and registered by the licensed propagators and is the sign by which RED RICH are known to be genuine.

BE SURE TO FILL OUT AND SIGN THE CONTRACT—ORDER BLANK WHICH IS INCLUDED WITH THE PRICE LIST AND RETURN TO US WITH YOUR ORDER. This is for your protection in getting genuine, true to name, originator's stock of RED RICH strawberry plants from a licensed propagator and distributor as well as our protection against infringement on the patent.

The Strawberry with a "Future"

We fully recommend Hagerstrom's "Red Rich" Everbearing Strawberry for home garden or commercial fruit production. We believe it is the best everbearing variety yet introduced and the best general purpose berry ever developed.

This now Everbearer has EVERYTHING:



Planted in Spring 1950
Photo Taken October 1950

- Beautiful appearance
- Outstanding dessert quality
- Excellent freezing quality
- Unsurpassed keeping and shipping quality
- Heavy fall crop—and a good spring crop
- Resistance to leaf spot and other diseases
- And—A GOOD PLANT MAKER TOO!
- It has proved to be the berry you have been waiting for.



Single Plant of "Red Rich"
Loaded with Fruit in October

PRICES OF "RED RICH" STRAWBERRY PLANTS

Field Grown Plants—12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00; 250, \$32.50 (Prepaid prices).

Potted Plants—From 2¼" clay pots or in 2¼" veneer pots, 12 \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. (Prices prepaid to the 3rd postal zone. If you live beyond the 3rd zone consult Parcel Post rates on another page for additional for postage beyond the 3rd zone to include with your order).

Potted plants are shipped either from 2½" clay pots or in 2" veneer pots and are well rooted and growing, ready to start right off after being set in the ground. They are very satisfactory, especially if dry conditions prevail at the time of arrival and no matter what the weather conditions there is scarcely a chance of losing a single plant. If you are not ready to set them in the soil on arrival they may be held for days until you are ready to plant them so long as the soil on the plants is

kept moist. **REMOVE THE POT BEFORE PLANTING.** They are especially adapted to long distant shipments.

The potted plants you will receive will look similar to the illustration on the right. Some will be in bud and bloom. They are already growing and all you have to do is to remove the pot by cutting one corner and unwrapping the veneer and carefully setting the plant into the ground being sure to firm the soil well around the plant. Remove all blossoms from the plants until July first then let them begin to fruit and they will begin bearing by August first and continue well into October.



What Others Have to Say About RED RICH

The RED RICH I received from you about three weeks ago are coming along fine; some have already started to blossom out.

Reuben Borrud, Williston, N. D.

I received the strawberry plants in fine shape; I'll be writing soon for more plants.

William F. Donley, Pittsburg 5, Pa.

Last spring I ordered 25 RED RICH strawberry plants; all grew. Berries the best I ever saw. The 25 plants I sent to California arrived in elegant condition. The folks just raved about their beauty; said the plants were the finest they had ever seen; some had blossoms and berries on arrival. (Mr. Eisenlohr ordered potted plants.)

H. M. Eisenlohr, Larimore, N.D.

You should see the RED RICH strawberry plants; some are 10 inches across and one has a ripe berry now; they are most all blooming. How's that for 2" potted plants planted in the winter. (Mrs. Farnsworth ordered the plants in February and the letter is dated March.)

Mrs. C. E. Farnsworth, Tulsa, Okla.

Last year I bought RED RICH strawberry plants from you and they sure are fine; very productive and seem to do well here.

J. B. Winn, West Fork, Ark.

We are picking some nice berries from the RED RICH plants that we bought from you last spring and I can say there is nothing like them.

Wallie's Gardens, Rochester, Minn.

The 25 RED RICH strawberry plants arrived here February 28th in very good condition; they looked as fresh as if dug that morning. Your system of packing seems to have paid well.

S. R. Cliff, Boise, Idaho.

You shipped me some RED RICH strawberry plants in March this year (1951); they were the best lot of plants I ever saw and turned out to be a big surprise to me in growth and bearing.

Lloyd A. Meeker, Medford, Oregon.

We planted some of your RED RICH strawberry plants last spring; they are wonderful.

Vizedom Floral Gardens, Hamilton, Ohio.

We received our plants today and must say they are wonderful. Thanks for the potted plants and good delivery. Each plant is perfect.

Clarence T. Horner, Grand Rapids, Minn.

Thanks for the prompt shipment of my order. The 25 RED RICH are all fine.

C. Bartels, West Union, Ia.

TESTIMONIALS ON WAYZATA

I have had the Wayzata strawberries for 3 years; they produce wonderfully. People come for miles just to see my strawberries.

Ruth McMahon, Orr, N. D.

The 50 potted Wayzata strawberry plants arrived in good condition and are doing nicely. They are a healthy looking berry. This is my first venture with strawberries.

Angus Shaw, Superior, Wis.

I received the 100 field grown Wayzata strawberry plants and they look fine.

The Sibole Nursery, Brampton, Mich.

TESTIMONIALS ON CORNISH

The three Dark Cornish pullets arrived o.k. I like them very much and thanks for picking out some good birds for me.

Leroy E. Silva, Rockport, Mass.

A million thanks for the pullet sent. The bird came in excellent shape.

Francis B. Johnson, Warrington, Fla.

I received the 5 cockerels in good shape and I am delighted with the birds and thank you for sending me such fine specimens.

Hildeburn Jones, Cincinnati, Ohio.

Received the cockerel today in good shape. I like him real well.

Elmer A. Le Blanc, Wyandotte, Mich.

Received the cockerel yesterday in good shape; he is a nice bird and I am well pleased.

B. M. Brinster, Bellevue, Ohio.

The birds came this morning and I am tickled with them. These birds please me better than any I have ever bought.

Harvey B. Secrest, Mt. Union, Pa.

MISCELLANEOUS TESTIMONIALS

Thank you for the stocky Pansy plants you sent. I am more than satisfied.

Lipchow Flower Shop, Milwaukee, Wis.

I received my Chrysanthemums and am very much pleased with them. Thank you.

Mrs. J. Elmer, Huntington, L.I., N.Y.

The . . . **WAYZATA** **EVERBEARING STRAWBERRY**

THE STRAWBERRY SUPREME

Will Pay for Itself in Fruit the
Same Season Planted

The WAYZATA is an all season strawberry accidentally discovered at Wayzata, Minn., from whence it derives its name. It will bear a heavy crop of berries in June and a fall bearing season of three months during August, September and October. It is acknowledged the best of the everbearing strawberries with the exception of RED RICH and superior to other varieties in size, flavor and productivity.

The WAYZATA is a large plant with heavy, velvety green foliage, remaining so all summer. It is a vigorous grower and develops a multiple crown instead of forming runner plants. This characteristic of the WAYZATA results in scant reproduction of new plants and continues to keep the price of WAYZATA's higher than varieties of inferior quality which reproduce abundantly. The large crown forms many fruit stems that favor heavy fruit production.

The WAYZATA has a long and well developed root system and suitable leafy foliage to protect the berries from the sun in the heat of the summer, and from the damage of early frosts later in the season. It is remarkably free from disease and is little affected by mildew and leaf discoloration to which most strawberry plants are subject.

The WAYZATA is an extremely hardy plant, resistant to severe winter weather and a prolific producer of uniformly large berries throughout the season. It adapts itself to a wide range of soils and climate. It is a shy producer of runner plants and is adapted to the hill system of planting.



Jerry is grown up now but we still use the cut.



Thirty Berries to the Pint

The WAYZATA is a large berry, well formed, glossy in appearance and red to the core, with a sweet, delicious flavor and an inviting aroma. Often as few as 30 berries will fill a pint box and we have picked 18 that made a pint. Unsurpassed for canning because of its sweetness and rich red coloring, it does not fade out in the jars after canning process as many berries do. It is excellent for jams and for freezing purposes because of its rich red luster, its glossiness and its firmness.

Plants of WAYZATA set out in the spring should have all blossoms removed until the first of July; thus, the energy of the plant is turned temporarily from fruiting toward the development of a larger and stronger growth promoting the formation of a greater number of crowns and fruit stems that will begin bearing in August and will continue to bear until frosts inhibit the further development of fruit.

The WAYZATA is a heavy fruit producing plant. Yields of as much as 4,000 quarts per acre have been reported when plants had plenty of moisture during the fruiting season.

Keep These Facts In Mind When Ordering Wayzata Strawberry Plants

WAYZATA does not make many plants but it surely does produce big crops of berries because all its vitality goes into the fruit; making the berries very large, well formed and evenly colored. Each plant has many fruit bearing crowns. More plants can be set on small space and greater crops picked. Exceptionally strong growers on any good rich soil with good moisture supply. Red clear through—no green tips. Plant in April—begin picking in July—keep picking into October.

Foliage—A heavy, velvety green, remaining so all summer.

Hardiness — Exceptionally hardy and resistant to severe winter weather.

Disease Resistance—Remarkably free from disease;

much less affected by mildew and leaf discoloration than other strawberry plants.

June Crops—Will bear a crop of June berries the second season almost equal to the June bearing varieties. Main crop July to October, continuously.

Acre Yield—Four year average — 200 24-pint cases. A single plant will often produce at one picking as much as half pint of fruit. The per plant yield of the Wayzata is greater than that of any other existing strawberry with the exception of RED RICH.

Size—80 per cent of berries as large or larger than the largest other everbearers.

Aroma—Delightful and appealing.

Color—A rich, deep, lustrous, glossy red; red to the core; fine canning qualities; very attractive.

Quality and Flavor—Far superior to any other strawberry.

Price—The large size, attractive appearance and delightful aroma of Wayzata berries give them a command of higher prices in all markets.

WAYZATA PRICES

All prices prepaid unless otherwise noted.

WAYZATA EVERBEARING STRAWBERRY — Originator's stock; genuine, true to name:

FIELD GROWN PLANTS—25, \$2.75; 50, \$5.00; 100, \$9.00.

POTTED PLANTS—(Potted plants are prepaid to the 3rd Postal Zone only; if you live beyond the 3rd zone consult Parcel Post rates on another page for additional to include for postage beyond the 3rd zone with your order). 25, \$3.75; 50, \$7.00; 100, \$13.00. 100 by express not prepaid, \$11.00.

OTHER EVERBEARING VARIETIES

GEM—Heavy fruiting, medium to large berries, rich red color of very fine quality and flavor, does well in almost all soils in all Northern States to Missouri, but does best on rich loam. Good plant maker. 25, \$2.00; 50, \$3.25; 100, \$5.00; 250, \$9.00.

GEMZATA—Everbearing—One of the outstanding everbearers of today for both high quality and heavy production throughout the late spring, summer and fall. Produces extra large, firm and fine textured berries right up to freezing time. The Gemzata possesses the unique ability of producing a highly profitable crop the second season in a matted row. Proven highly successful on a wide range of soils. Produces well the first season. Gemzata is a cross of the well known Gem and Wayzata. 25 for \$2.25, 50 for \$3.75, 100 for \$6.00, 250 for \$12.00, 500 for \$18.75—**POSTPAID**.

STREAMLINER EVERBEARING STRAWBERRY

The Streamliner has sped its way to popularity. Sweet as honey, fresh as a June day. The berries are jumbo sized, glossy red and delicious, conical in shape and very uniform in size throughout the season. Production of fruit begins in July and extends until hard freezing weather. Tops for your table shortcake and canning. Requires a minimum of sugar. Streamliner is one of the best for quick freezing.

SUPERFECTION—Large, honey-sweet fruit. Grower of large plants. Produces an abundance of berries in spring, summer and fall. Up to a pint of berries per plant has been known for Superfection.

In addition we can supply plants of Mastodon and Evermore.

Prices of any of the above everbearing varieties:

25 for \$2.40, 50 for \$4.35, 100 for \$7.00, 250 for \$14.00, 500 for \$21.90—**POSTPAID**.

IF INTERESTED IN QUANTITIES OF STRAWBERRY PLANTS LARGER THAN LISTED, PLEASE WRITE FOR PRICES.

JUNE BEARING VARIETIES

TENNESSEE SHIPPER—A cross of the well-known Blakemore Missionary varieties, a high quality early strawberry plant that is very productive. A large, very firm, well-colored berry that sizes up good and retains its size throughout the season.

NEW FAIRLAND—A late introduction of the U. S. Department of Agriculture, Beltsville, Maryland. Ripens just a few days after the Premier when the demand is high for quality fruit. Large bright red berry of good quality.

BLAKEMORE (Early)—Blakemore produces extra early fruit of bright red color and is one of the best shipping varieties. It produces enormous quantities of fine quality fruit. In great demand by packers: ideal for cold packing. We recommend it as a most satisfactory berry for general planting, especially in the South. Our Blakemore plants are of the yellows-free strain.

DUNLAP (Early)—An old standard variety which is still extensively planted. Regarded as one of the finest of Strawberries. Berries are medium size, dark red and pointed in shape. Fruit is highly flavored and ideal for canning. Plants are vigorous and tremendous yielders, resisting drought and cold weather better than most varieties.

PREMIER (Early)—This very early and standard variety has stood the test; still one of the most widely planted varieties. A great money-maker with an early crop of fruit, bringing top prices. We find it very healthy and deep-rooted. An excellent producer of large, bright red berries of firm texture. Recommended for home use or commercial sales.

ROBINSON (Midseason)—The new berry from Michigan, known as the finest commercial June-bearing variety. Brings good prices. Fruit is very large and scarlet-red. Berries are firm, glossy and good shippers. Bears heavily and is classed as mid-season to late. Good for canning, freezing and preserving.

FAIRFAX (Early)—Widely adapted North to Middle South. Berries dark red, very sweet, firm, quite productive, ideal for home garden and fancy roadside market. One of the finest; long picking season. 25 for 98c, 50 for \$1.67, 100 for \$2.95, 250 for \$6.15, 500 for \$10.50; 1,000 for \$19.95—**POSTPAID**.

CATSKILL (Midseason)—Heaviest producer of any leading variety. Berries are very large, good quality, firm, attractive. Canada to Missouri and North Carolina. Best mid-season.

NEW ARROWHEAD—A June bearing from the University of Minnesota Experiment Station. Plants are hardy, vigorous growers, very productive. Very similar growth habits to the well known Dunlap. Berries are large, firm, dark red and juicy. Prized for market, freezing and jam.

SPARKLE—(Med. Late)—Originated by the New Jersey State Experimental Station. A vigorous grower and very productive. Berries are somewhat round in shape, of excellent quality, and splendid for freezing.

MAJESTIC (Mid-season, Plant Patent No. 345)—Easily grown in most any soil or climate. Berries are large, deep scarlet red to the core. High sugar content makes them excellent for table and canning. Recommended for quick freezing.

AMBROSIA (Late)—One of the largest and latest strawberries known today. Berries are sparkling bright red, uniform, semi-pointed shape—delicious for every purpose. Ripen three weeks later than other varieties and bring a premium on the market.

PRICES FOR ABOVE JUNE BEARING VARIETIES

25 for \$1.15, 50 for \$1.85, 100 for \$3.00, 250 for \$6.00, 500 for \$9.50—**POSTPAID**.

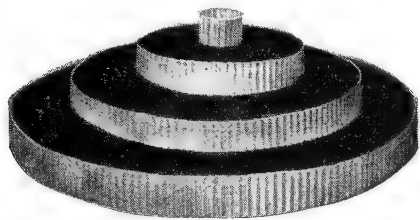
ARMORE—The most beautiful June bearer we have ever seen—Ummmm, what a delight to eat. Sunset Red in color and so uniform they look like fashioned "V"s in dish or box. Armore came from the Missouri Experiment Station and proved a top-notch by showing up as more productive than any of sixty other varieties and this on old land too. Happily, Armore continues fruiting over a long period of time and leaves an excellent row for the following year's crop. And what's more, Armore enjoys superior shipping and handling qualities too. Watch Armore's popularity skyrocket. TRY SOME THIS YEAR—for sure. Price, 25, \$1.70; 50, \$2.75; 100, \$4.00.

VERMILION (June Bearing)—One of the famous names in the small fruit industry is that of Dr. A. S. Colby of the Agricultural Department of the University of Illinois. In 1941 Dr. Colby produced an outstanding cross, later named Vermilion, that has undergone continuous tests at the University of Illinois and other Experimental Stations throughout the country. True to its name in color, a vigorous grower that produces a fine crop in early June. Not only will Vermilion prove a profitable variety for the Commercial grower but its hardy Red Steele resistant growth and excellent fruiting will find great favor among home gardeners. Price, 25, \$2.50; 50, \$4.00; 100, \$7.00.

NU-WRINKL

TRADE MARK

PLANTING PYRAMID



Holds up to 100 large everbearing strawberry plants. Easy to weed, water and protect from birds. Berries stay cleaner, are easier to pick. Makes a strawberry bed practical for any back yard.

Make beautiful flower beds. Other designs available. If interested, write for complete folder. Full instructions for assembling, and planting guide with each kit. Price, f.o.b. Albert Lea \$7.95. Postage additional, 1st and 2nd zones, 63c; 3rd zone, 84c; 4th zone, \$1.10; 5th zone, \$1.50; 6th zone, \$1.99; 7th zone, \$2.44.

Price, with 50 field grown RED RICH Everbearing strawberry plants, \$16.45; with 75 RED RICH, \$19.95.

With 50 potted RED RICH Everbearing Strawberry plants, \$19.95; with 75 potted RED RICH, \$24.45. Postage extra for the pyramid and if you live beyond the 3rd zone you must add additional for postage on the potted plants as designated on another page of the price list.

NU-WRINKL Lawn Edging may be used to form an additional space for plants directly in the soil over which the pyramid garden is constructed. This will add substantially to the number of plants that may be utilized.

The edging material consists of 20 pieces of 26"x4" corrugated, galvanized steel of the same weight as used in the pyramid garden and is inserted into the soil approximately one foot beyond the first tier of the pyramid and completely surrounding it.

It may also be used along walks and driveways to prevent grass and roots from spreading where not wanted.

Full instructions for assembling with each kit. Price, f.o.b. Albert Lea, \$4.39. Add for postage same as for the Pyramid Gardens.

Pyramid Garden, Lawn Edging and 100 field grown RED RICH Everbearing Strawberry plants, \$27.34. Be sure to add postage for both the edging and the Pyramid Garden. If you prefer potted to field grown plants, the price is \$32.34 and if you live beyond the 3rd zone you must add additional for postage on the potted strawberry plants as designated on another page of the price list.

AROUND FLOWER BEDS

You'll never have to trim grass around flower beds and borders after you install Nu-Wrinkl Edging. The line between green lawn and mulched soil stays clean and precise all summer long, giving a neat, semi-formal appearance. It accents the contrast between green lawn and blooming flower beds.

AROUND TREES AND SHRUBS

Install Nu-Wrinkl Edging 12 inches or more beyond the widest spreading branches to simplify cultivation and allow for tree growth. A Nu-Wrinkl installation is neater than a freshly-cut edge, and it stays that way. Can be bent easily to follow graceful curves around scalloped beds of shrubs.

GLADIOLUS BULBS

All of our bulbs are treated for thrips. If you are interested in named varieties of glads write for price list to **CHUCK'S GLAD PATCH**, Route, 2, Albert Lea, Minnesota. Chuck grows millions of glads.

Orders for glads may be sent to us or directly to Chuck's Glad Patch, Route 2, Albert Lea, Minn. Chuck is the son of Harry E. Ruble, the president of Hillcrest Gardens.

EXTRA SPECIAL!

SCARLET GLORY—The brightest and most outstanding scarlet on the market. Large bulb, 25c; medium, 15c; 3 small, 25c; 15 bulblets, 25c.

No order less than 50c

Special Assorted Glad Bargains—Prices are prepaid—100 large bulbs, selected from named varieties, not labeled, plus one bulb Scarlet Glory, 100, \$5.00; 50, \$3.00.

100 medium bulbs, same as above, plus one bulb Scarlet Glory, 100, \$3.50; 50, \$2.00.

100 large bulbs, 10 bulbs of 10 different varieties, all labeled, plus one bulb Scarlet Glory, 100, \$6.00; 50, \$3.50.

100 medium bulbs, same as above, plus one bulb Scarlet Glory, 100, \$4.00; 50, \$2.25.



Pansy Plants - Delphinium Asparagus Roots

PANSY PLANTS—Canadian Maple Leaf and Improved Swiss Giant—Our own blend of an exceptionally fine strain of pansies. A superb range of beautiful colors. Doz. \$1.25; 25, \$2.25; 50, \$4.00; 100, \$7.00. Postpaid.

DELPHINIUM — Pacific Giant Hybrids, large two year old roots, 3 for \$2.00; 6, \$3.75; 12, \$6.00. Prepaid.

ASPARAGUS ROOTS—Rust-proof Mary Washington—The standard rust-proof asparagus. Price, Number one roots, 25, \$1.50; 50, \$2.50; 100, \$4.50. Prepaid.

The FIRST WHOLE Frozen Strawberries



It took 15 years to develop this amazing everbearing strawberry plant. Today, it is the only plant that is both patented and trade marked. The strawberries are big, luscious and red clear through—when frozen just enough sugar is added to emphasize their June like honey-sweet taste. It is your rare treat because only a very few have been frozen.

Many commercial strawberry growers, having demonstrated the adaptability of RED RICH for freezing, are now growing the plants on a large scale for freezing only. It is probable that the profit from RED RICH Frozen Fruit will eventually far exceed the profit from the sale of plants.

RASPBERRY PLANTS

Sunrise Raspberry — 2 Weeks Earlier!
The new super-quality berry developed by U.S.D.A. Extra early — bears 2 weeks earlier and over a longer picking season. Quality, flavor and texture unsurpassed! Large, lustrous bright red berries turn dark red when ripe—easy to pick. Firm, fine textured, juicy, non-crumbly, of mild sub-acid flavor with most tempting raspberry aroma. Hardy and disease resistant! The finest of all red raspberries! Price: 12, \$2.00; 25, \$3.75; 50, \$7.25; 100, \$14.00.

Indian Summer Everbearing Raspberry
bears a heavy crop of delicious, large, conical shaped fruit; hardy and free from most diseases raspberries are subject to. A heavy fruiter in July and August and bears a second crop late in the fall. Price of plants—12, \$2.50; 25, \$4.00; 50, \$9.00; 100, \$16.00.

Big Red Latham—The nationally known King of Red Raspberries. Originated in Minnesota, and grown everywhere. A perfectly hardy, strong, vigorous grower, outyielding all others. Most profitable for market. Prices: 12, \$2.25; 25, \$4.00; 50, \$8.50; 100, \$15.00.

Raspberry Plants prepaid to the 3rd postal zone only. If you live beyond the 3rd zone consult parcel post rates for raspberry plants on another page for additional to include with your order for postage beyond the 3rd zone.

Hardy New Early Blooming Chrysanthemums

Alladin—reddish bronze

Algonquin—radiant yellow

Barbara Small—pinkish lavender

Bronze Yellow—yellowish bronze

Button Maroon—pompom

Chiquita—pompom, yellow

Dahlia—wine colored

Egg Shell—egg shell pink

Eugene Wanderer—golden

Flash Light—red and old gold

Geronimo—glowing bronze

Harbinger—primrose yellow

King Midas—bright yellow

Orange—orange

Orchid Spoon—orchid

Papita—pompom, white

Pink Bouquet—rose pink

Pohatcong—deep pink

Pocatello—pink

Red Velvet—velvety crimson

Robert Brydon—deep garnet red

Rosita—pompom, pink

Santa Claus—red

The Moor—burgundy red

Rose Pink—rose pink

New Minnesota Introductions

Aurora—red

Avalanche—pure white

Bountiful—carmine to oxblood

Brilliant—brilliant red

Butter Ball—double bright yellow

Chippewa—aster purple

Dee Dee Ahrens—large double white

Dr. Longley—large pink, double

Duluth—lemon chrome

Glacier—pure white

Harmony—yellow, pink bronze

Maroon 'n Gold—maroon and gold

Moonglow—bright yellow

Moonlight—light yellow

Pipestone—large bright bronze

Purple Star—dahlia purple

Red Gold—bronzy scarlet

Redwood—bright red; semi-double

Red Hawk—dragon's blood red

Silver Pink—double pink

Violet dwarf double violet

CUSHION TYPES

Bronze — Copper — Pink — Red —

White — Yellow.

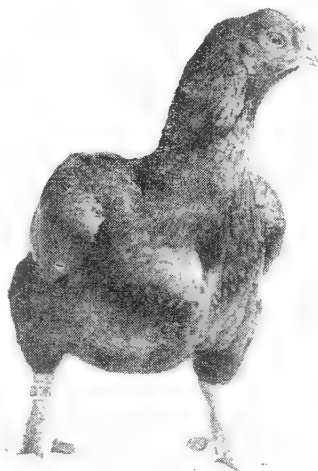
Prepaid prices: Each, 60c; any 3 for \$1.50; any 6 for \$2.75; one dozen \$5.00.

Write for wholesale prices on 100 or more.

CORNWALL "Double Breasted"

DARK CORNISH FOWL

"THE TABLE FOWL SUPREME"



Second Hen U. C. C. Nat. Meet, Omaha
Second Hen, Madison Square Garden



Prize Winning Cockerel
Madison Square Garden Show

The Cornish is a bird of stately appearance, enormous size and weight, compact, flat iron-shaped bodies (dressed fowl by Cornish can be readily identified by their peculiar shape, resembling an old-fashioned flat iron with the handle removed) light and closely set feathering. It is a fair layer (compares well with the American breeds) excellent mother and persistent forager. The birds are light eaters, grow rapidly and are easily confined.

BABY CHICKS—if available, \$15.00 per 25.

EXHIBITION STOCK — Males \$20.00 and up; females, \$10.00 and up according to exhibition quality: largely a matter of correspondence.

BREEDER STOCK—Males, \$10.00; females, \$8.00 each.

UTILITY STOCK — Under one year, includes cockerels for cross breeding purposes, cockerels or pullets, \$5.00 each. Yearling hens, \$5.00 each.

Life member American Poultry Association—
Member United Cornish Club—Member Minnesota State Poultry Association.

Are you a member of the A.P.A. or United Cornish Club? If not, you should be. If interested send for membership application blank.

HARRY E. RUBLE, Director 5th District, A.P.A.
Albert Lea, Minnesota

HILLCREST GARDENS

HARRY E. RUBLE & SON

Hagerstrom's New, Patented "Red Rich" Everbearing Strawberry, Wayzata Everbearing Strawberry—Gladiolus Bulbs, Chrysanthemums

ALBERT LEA, MINNESOTA

Color does it!

These 6 Lovely Phlox
will add their beauty
to your garden from
June to November.



HARDY 2 YEAR OLD FIELD GROWN PLANTS

(ALL PLANTS HAVE BLOOMED IN OUR FIELDS)

*1 each
of 6 varieties*

\$1⁹⁵ POSTPAID

BRIGHT EYES — (Tall) Rightly named with its dark red eyes and petals of bright rose pink.

MARY LOUISE — (Medium) Pure, glistening white heads and florets of gigantic size. Best of all whites.

FLASH — (Tall) A new scarlet red phlox. One of the most popular. Strong grower.

DAILY SKETCH — (Tall) A brilliant salmon pink with striking crimson eye. A beautiful Phlox.

ROYAL PURPLE — (Medium) Choice of the blue purples. Rich shaded violet with deeper eye.

SALMON GLOW — (Medium) Large florets of flame pink and lighter eye — lends a pleasing salmon blush.

First Chance...

**YOU'VE HAD TO GET THESE
NEW, APPROVED JUNE BEARERS**



VERMILION...

(June Bearing) In 1941 Dr. A. S. Colby, of the University of Illinois Agriculture Department, produced an outstanding cross. This was later named Vermilion and has undergone continuous tests at the University of Illinois and other Experimental Stations throughout the country. True to its name in color, a vigorous grower that produces a fine crop in early June — Vermilion has enjoyed the enthusiastic support of leading fruit growers in Illinois. We have only a limited supply so order early.

ARMORE...

(June Bearing) The most beautiful June bearer we have seen — Ummm, what a delight to eat. Sunset Red in color and so uniform they look like fashioned "V's" in dish or box. Armore came from the Missouri Experiment Station and proved a top-notcher by showing up as more productive than any of sixty other varieties and this on old land too. Leaves an excellent row for the following year's crop. Superior shipping and handling qualities. Try some this year — FOR SURE.

PRICES ARE POSTPAID

	25 Plants	50 Plants	100 Plants	250 Plants
VERMILION	\$3.50	\$6.00	(Supply is limited)	
ARMORE	2.00	3.25	\$6.00	\$10.00

All Plants Guaranteed